

# Postgraduate Certificate

## Analysis of Results and Market Research Applications



## Postgraduate Certificate Analysis of Results and Market Research Applications

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Executives or middle management with demonstrable experience in managerial areas

Website: [www.techitute.com/us/school-of-business/postgraduate-certificate/analysis-results-market-research-applications](http://www.techitute.com/us/school-of-business/postgraduate-certificate/analysis-results-market-research-applications)

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# 01 Welcome

Market Research has become one of the most relevant business branches in recent years. With the volatility in the economy and the variability introduced by the digitization of industries, the role of performance analyst is critical to any successful business strategy. Therefore, seeing this emerging opportunity for professionals and entrepreneurs looking for a way to improve, TECH has developed a complete qualification with all the necessary keys to be an expert in reading the results and applications of Market Research. As a result, students will graduate with a boost of quality in their professional curriculum.



Postgraduate Certificate in Analysis of Results and Market Research Applications.  
TECH Global University



“

*You will be able to stand out as a great professional in market analysis thanks to this Postgraduate Certificate”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Global University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Global University community.

*We give you the opportunity to train with a team of world renowned teachers.*

04

# Objectives

The objective of this program is to train professionals and entrepreneurs in the area of Market Research, specifically in the analysis of results and their subsequent application in business strategy. In this way, the student is acquiring a set of knowledge with which to stand out in their field from the forefront and business innovation.



“

*TECH wants to bring out all the business potential you have, giving you the best consultative and analytical tools on the market today”*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The Postgraduate Certificate in Analysis of Results and Market Research Applications will enable students to:

01

Define the latest trends and developments in the market

02

Apply the latest techniques and tools for performance analysis

03

Develop strategies to carry out decision-making in a complex and unstable environment







04

Know and apply the main digital tools for market analysis and metrics

05

Conduct business feasibility studies

06

Prepare detailed reports of the result analyses

05

# Structure and Content

This Postgraduate Certificate in Analysis of Results and Market Research Applications contains all the theoretical material necessary for the student to master issues such as multivariate analysis of dependence and interdependence, the preparation of market analysis reports, business feasibility studies based on the analytics collected and international market research itself. By doing so, they will be gaining an advantageous position in their field through innovative business methodologies.



“

*Your professional values are of the utmost importance to TECH, which is why they offer you the best possible education in Market Research"*

## Syllabus

This TECH qualification presents a series of business challenges for the students that they will have to overcome thanks to the advanced knowledge in Market Research that they will acquire throughout the program.

Thanks to the professional experience of the teaching staff, the theoretical content is complemented with real case studies in which the student will learn in a contextual way to analyze markets and interpret the results of this study in order to make successful decisions.

In the 150 hours that make up the program, students will be immersed in real business situations, which will involve a complete development of all their analytical and even managerial skills in this regard.

A completely online Postgraduate Certificate, in which the student is the one who sets the study times and the pace of study to their own personal and professional obligations.

This Postgraduate Certificate takes place over 6 weeks and is made up of just 1 module:

### Module 1

Analysis of Results and Market Research Applications



### Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Certificate in Analysis of Results and Market Research Applications completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

## Module 1. Analysis of Results and Market Research Applications

### 1.1. Information Analysis Plan

- 1.1.1. Data Preparation
- 1.1.2. Stages of the Analysis Plan
- 1.1.3. Outline of the Analysis Plan

### 1.2. Descriptive Analysis of Information

- 1.2.1. Concept of Descriptive Analysis
- 1.2.2. Types of Descriptive Analysis
- 1.2.3. Statistical Programs in Descriptive Analysis

### 1.3. Bivariate Analysis

- 1.3.1. Hypothesis Contrast
- 1.3.2. Types of Bivariate Analysis
- 1.3.3. Statistical Programs in Bivariate Analysis

### 1.4. Multivariate Dependency Analysis

- 1.4.1. Concept and Characteristics
- 1.4.2. Types of Multivariate Dependency Analyses

### 1.5. Multivariate Analysis of Interdependence

- 1.5.1. Concept and Characteristics
- 1.5.2. Types of Multivariate Interdependence Analyses

### 1.6. Market Research Findings

- 1.6.1. Differentiation of Information Analysis
- 1.6.2. Joint Interpretation of Information
- 1.6.3. Application of the Conclusions to the Object of the Research

### 1.7. Creating a Report

- 1.7.1. Concept, Utility and Types
- 1.7.2. Structure of the Report
- 1.7.3. Editorial Standards

### 1.8. International Market Research

- 1.8.1. Introduction to International Market Research
- 1.8.2. International Market Research Process
- 1.8.3. The Importance of Secondary Sources in International Research

### 1.9. Feasibility Studies

- 1.9.1. Obtaining Information on Purchasing Behavior and Motives
- 1.9.2. Analysis and Evaluation of the Competitive Offer
- 1.9.3. Market Structure and Potential
- 1.9.4. Purchase Intention
- 1.9.5. Feasibility Results

### 1.10. Voting Intention Studies

- 1.10.1. Pre-Election Studies
- 1.10.2. Exit Polls
- 1.10.3. Vote Estimates



“

*Enroll today in this Postgraduate Certificate and start building a better professional future for your own business projects”*

# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization”*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

**“** *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

This Postgraduate Certificate is aimed at all professionals in the corporate and business area who want to specialize their professional career in an avant-garde and innovative way. This translates into a complete education in Market Research, with which you can stand out in any department and reach a position of greater responsibility thanks to a much more analytical and selective perspective.







“

*If you have leadership and management experience, and are looking for an interesting career boost while continuing to work, then this is the program for you”*

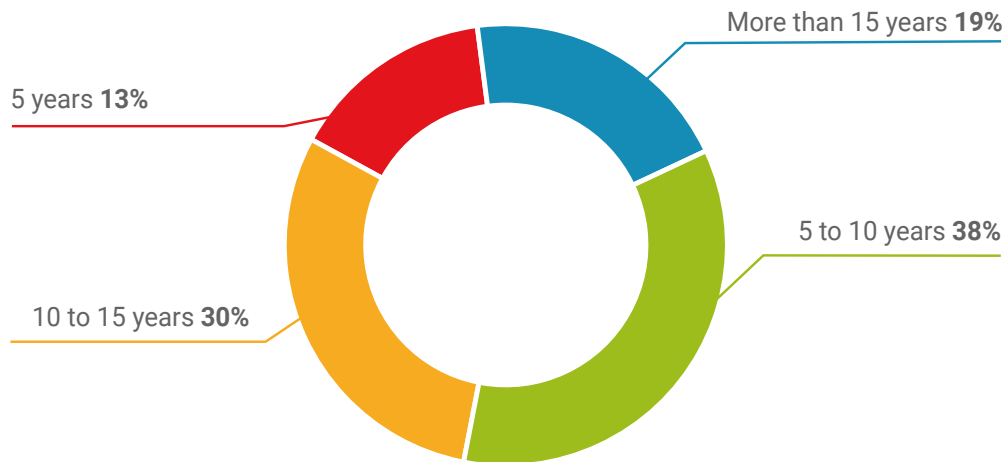
### Average Age

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Between **35** and **45** years old

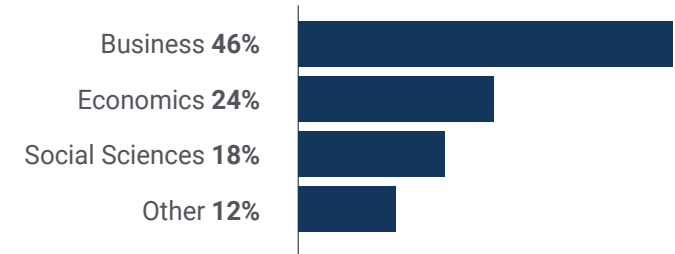
### Years of Experience

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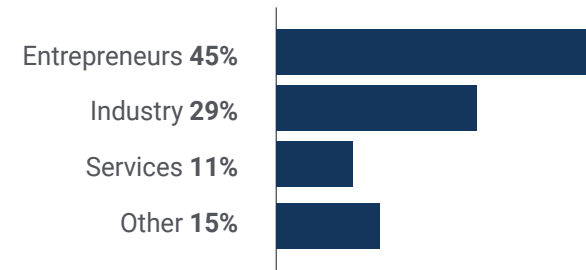
### Training

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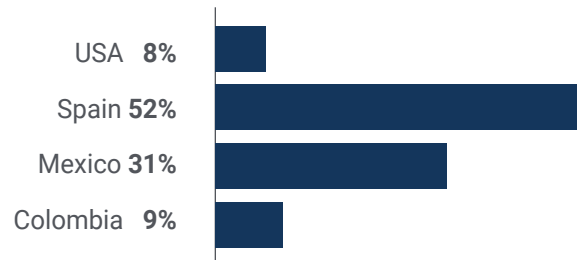
### Academic Profile

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## Geographical Distribution

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## Diana Ortiz

Company Director

*"I found that my leadership career was stagnating, so I looked for a teaching with which I could bring an innovative point of view to my business. Luckily this TECH Postgraduate Certificate gave me all the keys to give a new impetus to both business results and my own personal goals"*

08

# Course Management

TECH has professionals specialized in each area of knowledge, who pour into our training the experience of their work. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.



A black and white photograph showing three people from a different perspective, looking down and to the right, presumably at a computer screen. The image is partially obscured by a dark blue diagonal overlay on the right side of the page.

“

*Our expert teaching team in Analysis of Results and Applications of Market Research will help you achieve success in your profession”*

## International Guest Director

Mina Bastawros is a prestigious Aerospace Engineer with more than 13 years of professional experience driving **digital innovation, marketing and entrepreneurship** in recognized institutions. He is highly specialized in generating new disruptive business opportunities, has demonstrated a visionary approach in **creating and executing strategic projects** that connect with diverse audiences and **stakeholders**. His passion for **aviation and technology** has led him to design campaigns that not only promote products, but also inspire his team and the market.

Throughout his career, he has held positions of responsibility as **Head of Creative and Digital Marketing** and **Director of Strategic Marketing** at Airbus. In doing so, he has led the transformation of Advertising within companies, ensuring that tactics are not only more effective, but reflect an approach **aligned with industry trends**. In addition, he has overseen the execution of **high-impact campaigns** that have increased enthusiasm for aircraft sales, enhancing the corporation's presence in the marketplace.

In addition, he has been recognized internationally for his ability to lead advertising initiatives that have redefined the way **aerospace products** are promoted. In this sense, his disruptive and results-oriented approach has earned him multiple recognitions in the industry, consolidating him as a key figure in this field. In addition, his ability to guide his team has made him a benchmark in promoting creativity in the industry.

On the other hand, he has also contributed to improving the understanding of these matters through various **innovation projects**. Therefore, his work has focused on the **integration of digital technologies** and the exploration of new forms of **intrapreneurship**.



## Mr. Bastawros, Mina

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- Vice President of Creative and Digital Marketing at Airbus, Toulouse, France
- Strategic Marketing Director at Airbus
- Corporate Founder - New Business Development at Airbus
- Supply Chain and Quality Lead Manager at Airbus
- Project Engineer at Airbus
- Stress Engineer at Airbus
- Aerospace Engineer at Air New Zealand
- MSc in Aerospace, Aeronautical and Astronautical Engineering from Loughborough University
- B.Sc. in Aerospace Engineering at the Polytechnic University of Turin

“

*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## Management



### Mr. López Rausell, Adolfo

- ♦ Director of TECH Business School
- ♦ Technical Direction in Projects and Market Studies at Investgroup
- ♦ Management at Club Innovation Club of the Valencian Community
- ♦ Degree in Economics and Business Administration, Universitat de València
- ♦ Diploma in Marketing in ESEM Business School

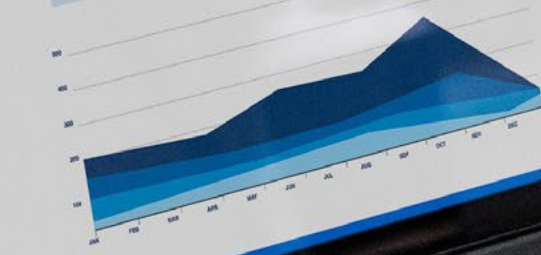




An experiment usually results in some means or proportion effect of different groups such as control and treated animals.

Means will differ because each animal is different.

The aim of the statistical analysis is to calculate the probability that differences as great as or greater than those observed could be due to chance.



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09

# Impact on Your Career

The final objective of pursuing a qualification of these characteristics should be to obtain a professional improvement in accordance with the effort and investment made. For this reason, TECH Global University guarantees the highest possible quality in all its teaching content, which has been developed with a first class educational methodology so that students can reach their maximum potential in the company of professionals who want to see them grow.





“

*Your career goals are closer than you think.  
Enroll today at TECH Global University and  
reach them”*

## Are you ready to take the leap? Excellent professional development awaits you

The Postgraduate Certificate in Analysis of Results and Market Research Applications of TECH Global University prepares its students for real challenges in the business world, where they will have to use the methodology acquired during this qualification to successfully solve complex problems involving the analysis of markets and interpretation of results.

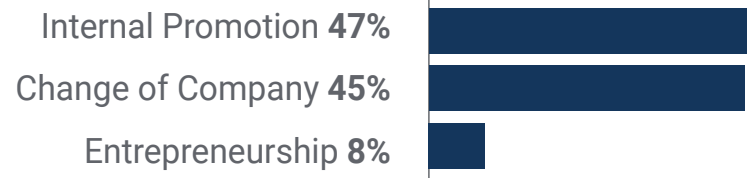
*If you want to make a positive change in your profession, the Postgraduate Certificate in Analysis of Results and Market Research Applications will help you achieve it.*

*Don't miss the opportunity to train with us and you will find the career boost you were looking for.*

### When the change occurs



### Type of change



## Salary increase

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This program represents a salary increase of more than **25.22%** for our students.



10

# Benefits for Your Company

The business benefits of bringing in a data analytics professional are manifold. Their perspective in analyzing markets, knowing where to act and how to communicate the company's actions will be immensely useful in contributing to the continuous improvement of business results.



“

*Formalize today your enrollment in this Postgraduate Certificate and do not wait any longer to obtain the knowledge that will take you to the top management of the best companies”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Intellectual Capital and Talent Growth**

The professional will bring new concepts, strategies and perspectives to the company that can bring about creative changes in the organization

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02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy





05

### **Project Development**

The professional can work on a current project or develop new projects in the field of R&D or Business Development within their company

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward

11

# Certificate

The Postgraduate Certificate in Analysis of Results and Market Research Applications guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This program will allow you to obtain your **Postgraduate Certificate in Analysis of Results and Market Research Applications** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Analysis of Results and Market Research Applications**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



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